

ORDER



KLAS

Orders
Order / Rev: 37010
Alt Order #: 08852377
Product Desc: OBAMA/PRES/DEM
Estimate: 1617
Flight Dates: 08/18/12 - 08/31/12
Original Date / Rev: 08/16/12 / 08/16/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	24	\$16,400.00	\$13,940.00
08/27/12	08/31/12	18	\$13,500.00	\$11,475.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$16,400.00	\$13,940.00	0.00
September 2012	18	\$13,500.00	\$11,475.00	0.00
Totals	42	\$29,900.00	\$25,415.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	17%	\$29,900.00
Market	100%	\$175,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	27%	\$47,488.24
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/20/12	08/31/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	4	\$650.00	LV1	0.00	NM	8	\$5,200.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--			4			\$650.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	MTWTF--			4			\$650.00		0.00			

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Advertiser: Obama, Barack D-President
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 Estimate: 1617
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	08/20/12	08/31/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	4	\$650.00	LV1	0.00	NM	8	\$5,200.00
8-NOW NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--				4	\$650.00		0.00			
Week: 08/27/12		09/02/12	MTWTF--					4	\$650.00		0.00			
E 3	8	08/20/12	08/31/12	The Talk 2-3P The Talk	CM	2-3p MTWTF--	:30	5	\$750.00	LV1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--				2	\$750.00		0.00			
Week: 08/27/12		09/02/12	MTWTF--					2	\$750.00		0.00			
E 4	8	08/20/12	08/31/12	Ellen Ellen	CM	3-4p MTWTF--	:30	5	\$800.00	LV1	0.00	NM	10	\$8,000.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--				5	\$800.00		0.00			
Week: 08/27/12		09/02/12	MTWTF--					5	\$800.00		0.00			
E 5	8	08/19/12	08/19/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$225.00	LV1	0.00	NM	1	\$225.00
INSIDE EDITN W														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12	-----S					1	\$225.00		0.00			
E 6	8	08/20/12	08/31/12	630-7p Inside Edition Inside Edition	CM	630-7p MTWTF--	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--				1	\$900.00		0.00			
Week: 08/27/12		09/02/12	MTWTF--					1	\$900.00		0.00			
E 7	8	08/20/12	08/31/12	7-8p Rotator 7-8p Rotator	CM	7-8p MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
ENT TONIGHT 30/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--				1	\$1,000.00		0.00			
Week: 08/27/12		09/02/12	MTWTF--					1	\$1,000.00		0.00			
N 9	8	08/20/12	08/31/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a MTWTF--	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MTWTF--				1	\$900.00		0.00			
Week: 08/27/12		09/02/12	MTWTF--					1	\$900.00		0.00			
N 10	8	08/25/12	08/25/12	Sat Prime Special Insider/KLAS Mov: The Big Hit	CM	830-11p -----S-	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12	-----S-					2	\$1,000.00		0.00			
N 11	8	08/26/12	08/26/12	Game Time/UNLV UNLV - The 1st Look	CM	1135p-1205a -----S	:30	2	\$300.00	LV1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12	-----S					2	\$300.00		0.00			
N 12	8	08/20/12	08/24/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a MTWTF--	:30	1	\$75.00	LV1	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12	MTWTF--					1	\$75.00		0.00			
												Totals	42	\$29,900.00